Press Contacts
Celest Lim
Adobe Systems Incorporated
+65 6511 9959
celim@adobe.com

Jamie Tan / Keri Lee
Text100 Global Communications
+65 6603 9000
AdobeSG@text100.com.sg

Adobe Named a Leader in Customer Analytics Solutions by Independent Research Firm

SINGAPORE, 16 March 2016 - Adobe (Nasdaq:ADBE) today announced that Adobe Analytics, the data and analytics backbone of Adobe Marketing Cloud, has been recognized as a Leader in Customer Analytics Solutions by Forrester Research, Inc. In the new report "The Forrester WaveTM: Customer Analytics Solutions, Q1 2016," Adobe was one of eleven companies Forrester reviewed, using 33 criteria to evaluate analytics vendors across current offerings, strategy and market presence. Adobe Analytics achieved the highest scores possible in 14 categories and sub-categories, and was named one of four Leaders.

"Adobe Analytics sits within the Adobe Marketing Cloud, giving marketers and CI pros a one-stop shop for data management, analysis and deployment of insights," stated the Forrester report. "[Adobe Analytics] is specifically designed for marketers who lack a technical background but would like to surface actionable insights in their customer data. [That being said,] there is also an interface for data scientists who wish to build custom models then deploy them to the business user." The report also stated that the solution "is a good fit for brands looking to use customer analytics in real-time to drive digital marketing."

"We believe our position in the Leader's section of the Forrester Wave™ validates the work we've done to address today's need for actionable data across the entire customer life cycle," said Bill Ingram, vice president of Adobe Analytics. "Customer analytics is a rapidly evolving field with an increasing number of stakeholders who need actionable insights from customer data. In our opinion, our ranking demonstrates Adobe Analytics' ability to not only meet the needs of marketers and analysts, but also business users across an organization."

Adobe Analytics is the award-winning analytics foundation of Adobe Marketing Cloud and the world's largest enterprise marketing analytics solution, measuring nearly eight trillion server calls annually for over 150,000 marketers, business users and analysts. Forty- five percent of all server calls today come from mobile devices.

Adobe Analytics enables customers to create a holistic view of their business by turning customer interactions into actionable insights through advanced analysis capabilities and intuitive and interactive dashboards. It offers reports that users can sift, sort and share in real-time. A robust portfolio includes advanced predictive analytics and machine learning capabilities used by

leading brands, including Comedy Central, Comcast, McDonald's, MGM, Royal Bank of Scotland, Starwood Hotels, Time Warner Cable and thousands more.

A complimentary copy of the "The Forrester Wave ^{TM}: Customer Analytics Solutions, Q1 2016" report is available for download here. For more details, see our blog post for more information.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA .

###